



**MAIN STREET
AMERICA™**

Nationally recognized.
Locally powered.™

Real Life Examples of Entrepreneurship Eco- Systems



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National Main Street Center

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What is an Entrepreneurship Eco- System??

Entrepreneurial ecosystems refer to the strategic alignment of a variety of public and private efforts—including government policies, funding and finance, human capital, and regulatory frameworks— to provide necessary financial, social, and human capital to foster entrepreneurship in innovative and creative ways.

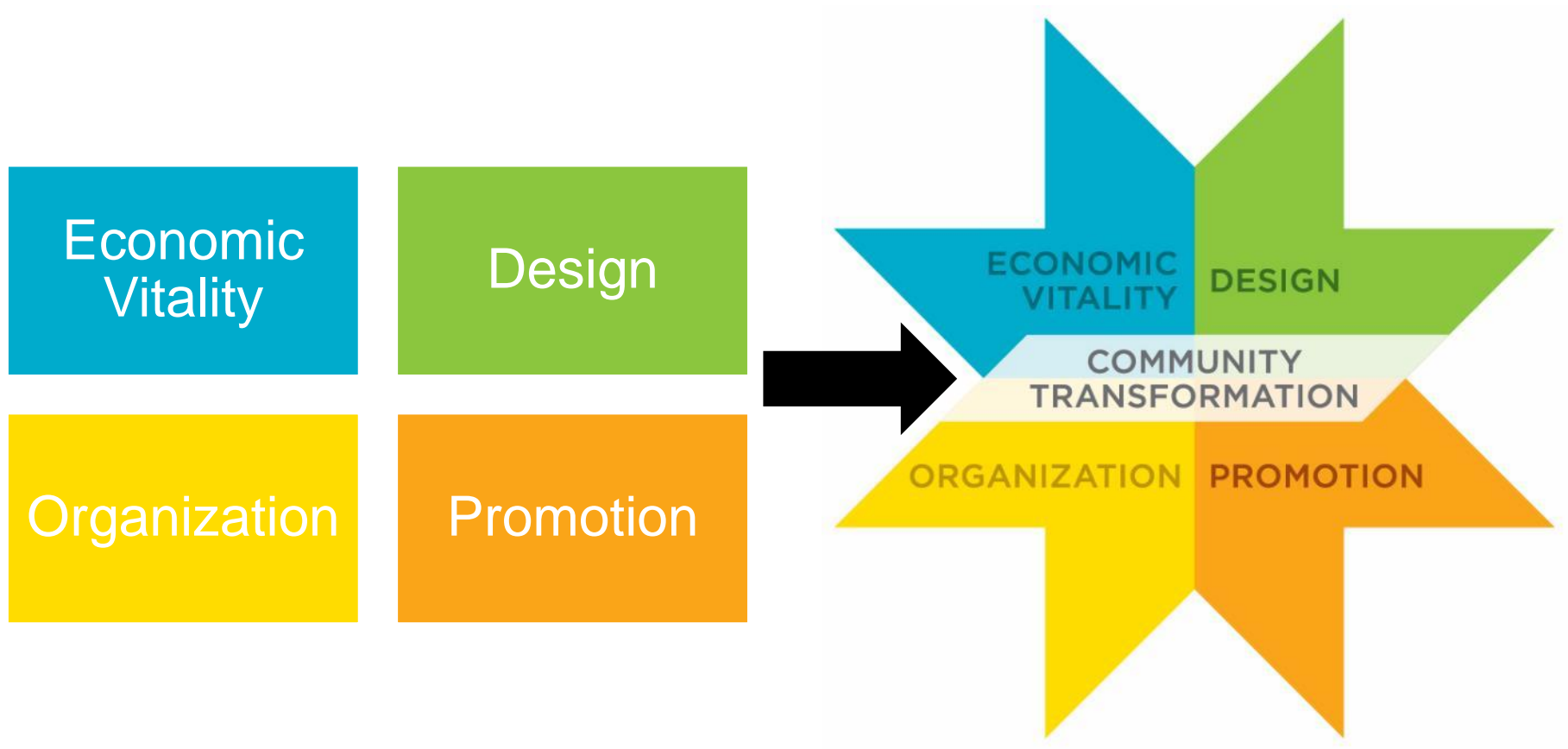
Frequently overlooked in these definitions is **the value of place and the physical environment as central factors in creating and growing successful enterprises.**



The Role of Main Streets

- Talent attraction and retention is the most common reason why businesses ultimately made the decision to move to a downtown.
- Architecture also plays a role. Many respondents mentioned their desire for an open-office feel—converted warehouses and lofts impress potential workers. In addition, they take advantage of a surplus of underutilized buildings that convey local heritage.
- Entrepreneurs looked for locations in “live/work/play” neighborhoods, located near bars, restaurants and cafes.

Role of Main Streets



ECONOMIC VITALITY

- Offer technical assistance workshops in support of small business development
- Create incentives to drive targeted new entrepreneurial investments
- Develop a downtown incubator, accelerator, or innovation work center
- Leverage proximity to other entrepreneurship hubs
- Create a strategic downtown development plan with an entrepreneurship component
- Encourage cultural or distinctive businesses or institutions
- Launch pop-up showcases
- Recruit "Third Space" businesses

- Develop downtown clubs or networking activities for young professionals and entrepreneurs
- Create new partnerships with entrepreneurship stakeholders such as:
 - Small Business Development Centers
 - Local universities and community colleges
 - Tech groups
 - Young professional groups
 - Media to market new ventures
 - Developers

ORGANIZATION

DESIGN

- Enhance the local digital infrastructure, including cell, fiber and Wi-Fi networks
- Be willing to drive innovative uses of space beyond retail, such as manufacturing
- Provide access to transportation alternatives (recreation trails, bike/hike paths, car shares)
- Create live/work spaces
- Place a greater focus on downtown housing on second floors and as part of infill developments

ECONOMIC VITALITY

DESIGN

COMMUNITY TRANSFORMATION

ORGANIZATION

PROMOTION

- Conduct events designed to promote, encourage and showcase entrepreneurship. Examples include pop-up retail and "Shark Tank" events
- Run feature articles on new entrepreneurs locating to your district
- Use of targeted entrepreneurship marketing materials that outline local ecosystem resources
- Create a downtown blog
- Run a social media contest for favorite, innovative or quirkiest district entrepreneur

PROMOTION

Real Life Examples

Boston, MA



<http://bostonlisc.org>

Impact Lending
Affordable loans to help your small business grow



Impact Lending, a partnership between LISC and Northeastern University, provides loans from \$1,000 to \$1 million to small businesses in Greater Boston.

- Trusted lender with low interest rates
- Focus on women- and minority-owned businesses
- Vendor opportunities with Northeastern University
- Technical assistance to help you execute your plans
- Funding approved when banks say no

Apply online now!
www.northeastern.edu/impact-lending

Questions?
Contact Eric Uva at euva@liscsb.org

LISC Northeastern University



Real Life Examples

Buffalo, NY



Real Life Examples

Chicago, IL



Retail Thrive Zones

MAYOR RAHM EMANUEL • cityofchicago.org/cnn



Real Life Examples

Chicago, IL

Chicago Anchors for a Stronger Economy - CASE



<http://www.chicagoanchors.com>

CASE is a network of prominent Chicagoland anchor institutions committed to collectively impacting neighborhood economic development through local purchasing, hiring, and investment.

STAKEHOLDERS



ANCHOR INSTITUTIONS

Collaborate to advance community impact by connecting with vetted local businesses



SMALL BUSINESSES

Develop opportunities by building capacity through advisory and workforce development services



COMMUNITY PARTNERS

Engage with CASE network to strengthen the local business ecosystem

IMPACT



45
CONTRACTS



180
JOBS



\$50.6M
REVENUE

ANCHORS

Advocate Health Care

BMO Harris Bank

Chicago Housing Authority

Chicago Transit Authority

City of Chicago

ComEd

Cook County

Illinois Institute of Technology

Museums In the Park

Northwestern Memorial HealthCare

Northwestern University

Presence Health

Rush University Medical Center

UIC

University of Chicago Medical Center

University of Chicago



Contact us: CASE@WorldBusinessChicago.com

Real Life Examples

Chicago, IL



<http://civicengagement.uchicago.edu/anchor/economic-impact-and-jobs/uchicago-local/>



Real Life Examples

Detroit, MI



Real Life Examples

Harrisburg, VA




Real Life Examples

Lexington, KY



Real Life Examples

Pittsburgh, PA



Live Here
Work Here
Invest Here
Visit Here

Business Development

The Northside Leadership Conference provides technical assistance to future and current business owners. Staff assist qualified candidates with the following services: site location assistance, business planning resources, financial assessments and all matters related to conducting business on Pittsburgh's developing Northside. Our current focus is Historic Deutschtown which is home to East Ohio Street, various cultural attractions and world class architecture.

Related Items

- Main Street Program
- Business Directory
- Northside Community Development Fund
- Northside Development News

www.pittsburghnorthside.com

Questions and Open Discussion



THANKS!

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